

CALIFORNIA BONE HEALTH CAMPAIGN:

Using Social Marketing Principles to Address Bone Health with Low-Income Latino Mothers

WHY SPANISH-SPEAKING LATINAS?

- Funder (USDA) requires grantees to target food-stamp eligible population
- Latinos comprise the largest segment (38%) of California food stamp recipients
- 16% of Mexican American women 50 years and older have osteoporosis
- Less acculturated Mexican American mothers are the gatekeepers for their family's health and are highly motivated to improve their family's health
- Spanish-speaking Latinas tend to be less acculturated
- Traditional Hispanic diets may be more healthful
- Hispanics consume more milk and report less lactose intolerance than other food-stamp eligible recipients in California

FORMATIVE RESEARCH

Literature Review • Key Informant Interviews • Environmental Scan of Bone Health Campaigns Nationwide • Focus Groups • Telephone Survey • Consumer Intercept Surveys

AUDIENCE SEGMENTATION

- Less acculturated • Spanish-speaking • Low-income • Pre-menopausal
- Latino mothers with children at home • Consume milk and/or juice



AUTHORS

C. Guerra-Walter, B.A. • S. Coffey, B.S. • E. Bell, M.S., R.D., C.D.E.
N. Martinez, M.P.H., R.D. • E. Takada, M.P.H.

FOCUS GROUPS REVEALED:

Perceived Risk: Concerned about osteoporosis, but primary concern is for their children
Easiest dietary additions: Daily add one extra glass of milk or calcium-fortified juice
Barriers to dietary additions: For juice it's price. For milk it's taste.
Perceived benefit of dietary additions: Juice is easy, tastes good and has health benefits. Milk is easy, tastes good with something else (cereal, chocolate flavoring, banana), and has health benefits.

BEHAVIORAL OBJECTIVE



Daily add one extra serving of 1% low-fat milk to the diets of low-income, less acculturated Latino mothers and their 5- to 18- year old children.

SUGGESTED OUTLETS FOR MESSAGE DISSEMINATION

Schools • Spanish-language media

CREDIBLE SOURCES

Doctors • Family members • Friends • Spanish-language media

NEXT STEPS

Design intervention • Develop, test and finalize collateral materials
• Implement pilot projects in Colton and Salinas • Evaluate using a matched community model with two control communities.